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By:

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Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering.

Conf. No.: 5795 : Group Art Unit: 2614
Appln. No.: 09/749,255 : Examiner: Jason P. Salce
Filing Date: 27 December 2000 : Att'y. Docket No.: T727-10

Title: Scheduling and linking IPG ads in conjunction with programming ads in a television environment.

AMENDMENT

This Paper is in response to the non-final Office Action dated December 19, 2005, and is being timely filed.

Please amend the above-identified patent application, without prejudice, as follows: